

Marketing & Digital Campaign Manager

Driving outbound communication, digital presence, and demand generation for the JCT group — Marketing 4.0

The Marketing & Digital Campaign Manager owns JCT's outbound communication and web-based presence. Working with input from the Product & Application Managers and in close alignment with Sales leadership, the role converts technical product value into visibility, contacts, leads, and opportunities — the role also supports the group's sites in Vienna and Gijón (Spain). Reports to the Product Strategy & Marketing Director; steers the Graphics Marketing Assistant and external agencies.

Key Responsibilities

Web Relaunch & Architecture	Lead the relaunch of the JCT web presence on a new page architecture — cloud-based, knowledge-base driven, accessible everywhere — and own its content and performance thereafter.
SEO & AEO Leadership	Continuously optimize for search engines and AI answer engines (SEO/AEO); keep structure, metadata, and content machine-readable so JCT is found by both customers and AI agents.
Outbound Campaigns	Design and execute multi-channel campaigns (digital, email, events, webinars, trade shows) that maximize customer attention — measured in contacts, leads, and opportunities.
Demand Generation & Funnel	Work hand-in-hand with Sales leadership and Inside Pre-Sales to generate, qualify, and nurture leads in the CRM; monitor conversion and optimize campaign ROI.
Product Marketing Content	Translate Product & Application Manager input into compelling messaging, collateral, and launch campaigns; differentiate partner vs. customer messaging.
Brand & Communication	Ensure consistent “One JCT” brand across all entities, channels, and acquisitions; manage PR, distributor, and social media communication.
Performance & KPIs	Track web traffic, leads, and campaign KPIs in monthly dashboards; report progress against Marketing 4.0 targets.

Required Skills & Qualifications

Experience	3+ years in digital/B2B marketing, ideally for technical, industrial, or analytical instrumentation products; proven campaign and web-project delivery.
Digital Expertise	Hands-on mastery of SEO/AEO, web analytics, CMS, marketing automation, and CRM tools; data-driven decision making.
Technical Aptitude	Ability to understand gas/liquid sampling and analytical measurement products and turn technical features into customer value.
Communication & Content	Excellent written, verbal, and storytelling skills in English; strong content creation across formats and channels.
Languages	Multilingual capability required: full professional command of English is mandatory; further languages in order of preference: German, Spanish, Mandarin, others a plus.
Collaboration & Drive	Self-motivated, works with minimal direction; leads agencies and cross-functional projects across global JCT locations.
Location & Presence	Hybrid or office-based at Wiener Neustadt (Austria) with a minimum of 50% of working time in the office; occasional travel to the Vienna and Gijón (Spain) sites.

We look forward to receiving your application! Please send your application to Ms Silvia Bozecskei-Polatschek

HR Department, sb@jct.at